

# PLAIN TRUTH

*a magazine of understanding*

**40 YEARS  
AND  
STILL AHEAD  
OF OUR TIME**

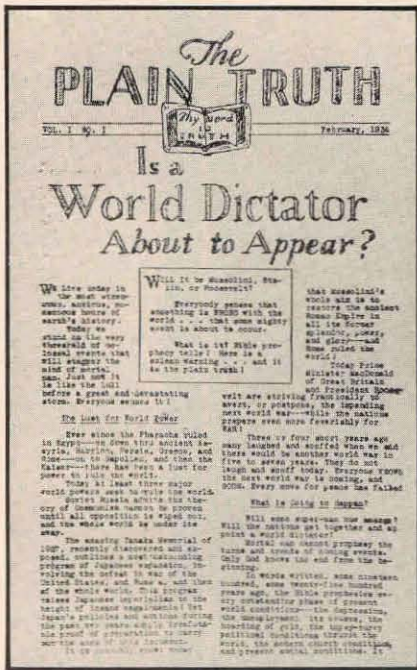
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**W**ith our next issue — Volume 40, Number 2 — the *Plain Truth* magazine will enter a new era. At 22 issues per year, the new *Plain Truth* will come to you more often with more articles and with greater urgency than ever before. The change in format (and frequency) is another giant step forward — the beginning of a new chapter in the history of an amazing publication. Volume I, Number 1 appeared in the depths of the Depression, February 1934, with a circulation of a very few *hundreds*. It was written entirely by Herbert W. Armstrong, then age 41, in Eugene, Oregon. It was duplicated on an ancient Neostyle and mailed by Mr. Armstrong's devoted wife, Loma, out of a shoebox mailing list. Mr. Armstrong's first printed words in that issue are still relevant to the world of 1975: "We live today in the most strenuous hours of earth's history. Today we stand on the very threshold of colossal events that will stagger the mind of mortal

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man. Just now it is like the lull before a great and devastating storm."



The first "Personal From the Editor," on page five of the first issue, stated, "In these anxious days of stress, turmoil and strife; of revolution and economic collapse; of war and fear of war; of confusion before a bewildering onslaught of creeds, dogmas, fables and false teachings, the *Plain Truth* makes its humble and modest appearance. The *Plain Truth* comes with a definite mission. It comes in a sincere effort to help those who honestly are hungering and thirsting after righteousness out of this modern confusion. . . ."

The *Plain Truth* pattern was set early, with the first issue. The lead article during those years usually dealt with the breathtaking events in pre-World War II Europe; a feature article dealt with news of national interest; and an editorial expounded the living laws which bring personal happiness.

Although published in a medium-sized city in Oregon, the *Plain Truth* was hardly a local paper. It spoke more boldly about worldwide developments than most national magazines of the time. A typical example of this is the March 1938 issue of the *Plain Truth*:



This lead article covered the latest developments in Europe, even while America was in the grips of protectionist isolationism, and Europe was smitten with appeasement toward Hitler.

The feature article in March 1938 was titled, "Will Times Get Better? The real meaning of the Depression, and the Present Recession, according to Bible prophecies." What followed was an economically sound analysis by the editor, a former advertising executive and friend of some of the nation's top bankers.

The "Personal From the Editor" focused on the purpose of the magazine in light of Christian charity. He wrote: "The *Plain Truth* comes as a magazine of understanding to help those who honestly hunger and thirst after righteousness out of this modern confusion, into the knowledge of truth. Solomon was wise when he asked for understanding! But he would have been wiser, had he asked for something else! There is one thing that is even more important — a thing that is still more rare. That thing is LOVE!"

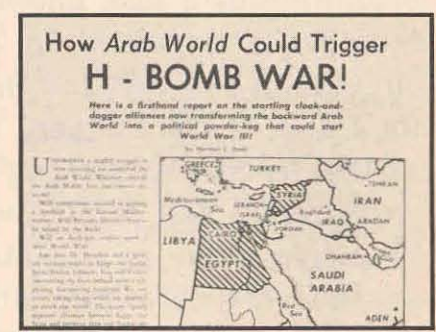
Throughout World War II, Mr. Armstrong warned that if Germany lost the war, she would rise again! Toward the end of the war, he was an accredited press representative at the United Nations dedication in San Francisco. He wrote:

"... the plain truth is that the United Nations never will be able to give the world any permanent peace! Of course we want peace. But we want it *our way* — and our way simply isn't the way of peace. Does prophecy indicate that the nations will get together and bring about peace? Most certainly not — just the contrary."

The following year, two years before the birth of the Jewish state in Palestine, Mr. Armstrong boldly predicted the birth pangs of war in Palestine:



This was a continuing theme of the *Plain Truth* since 1946.





You will find similar headlines in recent and future *Plain Truths* because the Middle East will continue to be the focal point of world crisis and eventual world war. There have been four serious outbreaks of war in Israel between 1948 and 1974, but the greatest bout — the knock-out round — is still ahead of us.

The other international focal point of the *Plain Truth* magazine continued to be central Europe. While the world was primarily interested in developments within Russia, China, the United States, and, later, Vietnam, the *Plain Truth* was warning about a united Europe:

*The*  
**PLAIN TRUTH**  
A magazine of understanding.

NOV. 1970 NUMBER 2 NOVEMBER 1970

**Under Cover IN EUROPE**

ON THE surface, this is a time of comparative quietude in world conditions. Events that are unfolding. The westward has shifted. Europe is making an economical comeback.

But UNDER COVER all is not so quiet. Gullible Uncle Sam is being duped again. Here is a startling exposure of what is brewing UNDER COVER in Europe—and what it PROHIBITED from being!

RUSSIA has produced and increased its atomic bomb.

But Russia has not started another war! Fundamentally because no such war is supported in the prophesied schedule of the purpose being worked out here below. More specifically because Russia has been WARNED — that the United States now has a large enough arsenal of atomic bombs and other weapons of destruction to annihilate the Russians in 1974.

Under COVER, an effort has been made to bring the world to the attention of the people of the world's key cities.

That the people are unaware, the people cannot help and might the people really.

What can this world's attention be drawn to? The only way the Russian people will see the world is through the people of the world's key cities.

The Russian King (Communist) has been WARNED of the warning.

At the Central Europe?

But the warning: gullible Uncle Sam.

Mr. Armstrong wrote, "Russia has produced and test-exploded an atomic bomb! But Russia has not started another war. Why? Fundamentally because no such war appears on the prophesied schedule of the purpose being worked out here below!"

During the second Middle East war, in 1956, the *Plain Truth* asked,

**Will RUSSIA Attack America?**

Big news is seeping through the Iron Curtain. Riots are occurring in many cities. Is this the beginning of the end for Communist rule?

by Herbert W. Armstrong

The news has been reported from the Soviet Union. It is a news item that is causing the world to tremble. It is a news item that is causing the world to tremble. It is a news item that is causing the world to tremble.

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The answer was a reassuring "no," and the source for such a bold answer was biblical prophecy.


But the outlines of prophecy are painted in large strokes with very little fine detail. During the early 1960s, the *Plain Truth* predicted a few skirmishes and conflicts which didn't directly materialize. We ate crow. But we learned from our mistakes. It has never been our intention to mislead.

When President Johnson escalated the Vietnam conflict in early 1965, the *Plain Truth* accurately foretold the outcome:

**Why United States Cannot Win VIET NAM War!**

Such Vietnamese government is a shamless. Since Hanoi continually. The people are tired of a war which has raged for years. Saigon, the capital, is oblivious to impending national disaster. Troops lack morale—even though they have superior forces and armaments. Poverty and ignorance are rampant.

The United States fails to cope with such liabilities, fights only "limited war." Accompanying article is an on-the-spot report by our PLAIN TRUTH correspondent for Southeast Asia.



At the peak of the war in Vietnam, the *Plain Truth* wrote,

**Why PARIS CONFERENCE WON'T BRING REAL PEACE TO VIETNAM**

by Brian J. Smith

It is the world's hope that the Paris Conference will bring peace to Vietnam. But the Paris Conference will not bring peace to Vietnam. It will only bring a temporary truce.

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The point of these articles, other articles, and radio/TV broadcasts by Garner Ted Armstrong during the Vietnam War was that other areas of conflict would soon far overshadow the less significant Asian conflict. During the decade-long Vietnam headache, the *Plain Truth* published hundreds of articles about Europe, the Middle East, and

the emerging supergiant (not Vietnam) of the Orient.

**JAPAN- INDUSTRIAL SUPERGIANT**

Japan is the industrial supergiant of the Orient. It is a nation that has risen from a state of poverty and backwardness to a state of world leadership in industry and technology.



But all was not international news in the *Plain Truth*. During the 1960s, three long-standing personal interest series highlighted most issues of the *Plain Truth*. There was the autobiography of the editor, Herbert W. Armstrong, in installment form; the Bible Story in words and pictures by Basil Wolverton; and literally dozens of articles on the theory of evolution by Garner Ted Armstrong, Paul Kroll, and many others.

**EVOLUTION ENMESHED... IN A SPIDER'S WEB!**

Spiders build trapdoors, use black and white, strike an water. From the air, build cones, weave webs. They perform such an endless variety of equally amazing feats that evolutionists have been forced to make some of their most embarrassing admissions about them! Read, in this informative and startling article, how evolutionists have been enmeshed in an endless tangle!

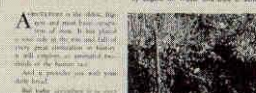


Evolutionists have been enmeshed in an endless tangle. They have been forced to make some of their most embarrassing admissions about them. They have been forced to make some of their most embarrassing admissions about them.

Approximately five years ago, between 1969 and 1971, the *Plain Truth* expanded its research staff and facilities large enough to produce a series of articles which accurately predicted the major crises of 1975 long before the bulk of the world's press noticed these issues. Here are a few examples:

**Now fast shaping up— World CRISIS in AGRICULTURE!**

Government leaders worldwide have been jolted. They have suddenly come face-to-face with a dangerous — yet little understood — crisis in agriculture. WHY? THE CRISIS? How did it develop? Why were we not told before? Where is it heading — and what is the solution?





# The Plain Truth Magazine Is Born

**Editor's Note:** The following material is composed of excerpts taken from volume I of *The Autobiography of Herbert W. Armstrong* regarding the birth of the first *Plain Truth* magazine in 1934 and the first professionally printed edition in 1938.

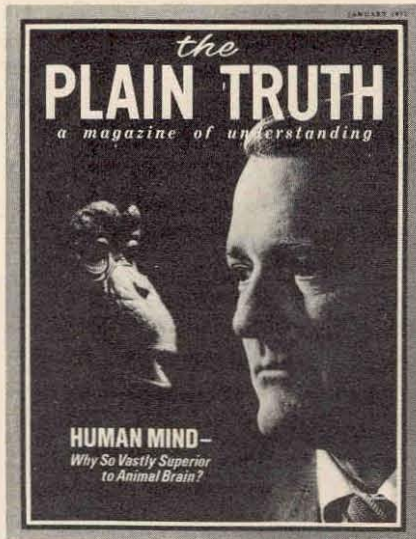
THE TIME came for finally realizing the dream I had cherished since 1927 — the publication of a magazine to be called *The Plain Truth*. Back in 1927 I had made up an entire "dummy" of this proposed magazine. I had even written articles for it. I even had a professional letter artist design a front cover idea in 1927 — and I had tried designing one myself. But we had never had the "wherewithal" to start publishing a magazine.

This ambition to publish *The Plain Truth* was the natural outgrowth of earlier business experience. Much of my 20 years of advertising experience had been spent in the class magazine field.

Now, at last, I realized that this magazine was a "must" as a follow-up for the radio broadcast. Yet we were no more able, financially, than we had been in 1927.

Necessity is the mother of invention. If we could not afford to publish a high-quality, professional-appearing magazine, I would simply convert the mimeographed "Bulle-

As Ambassador College pursued accreditation, several scientists and scholars were added to the staff. During 1972, some of them began contributing the results of their research, in layman's language, for the readership of the *Plain Truth*:



In our new format we will continue to call upon the expertise of the Ambassador College faculty. You will be reading articles by professors, executives and ministers. We will also publish reports from our correspondents and regional editors scattered around the world on every continent.

The new sixteen-page tabloid will feature at least three major sections: News, Commentary (and features), and Religion. Editors in each of the three sections will select shorter, more hard-hitting articles attuned to the incredibly fast flow of news and views which characterizes this age of future shock.

This forty-year heritage is the launching pad from which the new *Plain Truth* will be launched. It is a noble heritage, one which we hope to extend to as many people as we can for as many years as this crisis-ridden world can survive.

To our faithful readers and to those who have freely contributed their dollars to this cause, we say THANK YOU for your loyalty and enthusiastic support. Keep it up — because we will! □

## THE GREAT DEPRESSION

Could it Happen AGAIN?

Few people remember the Hard Times of the Nineties. Fewer still understand the root CAUSES of depression — or inflation. Many critical money problems are still with us today! This article explains the seriousness of today's volatile economic situation and the possible consequences for tomorrow.

By Gary Anderson

**R**emember the Great Depression? Probably not when you're older than you are. "The Great Depression" is a word that is used to describe the economic collapse that occurred in the United States in the late 1920s and early 1930s. It was a time when the economy was in a state of severe depression, and millions of people were unemployed and struggling to survive.

The cause of the Great Depression was a complex one. It was the result of a combination of factors, including overproduction, a stock market crash, and a series of banking failures. The result was a sharp decline in demand for goods and services, which led to a collapse in prices and a loss of confidence in the financial system.

Many people believe that the Great Depression was a unique event that will never happen again. However, the economic principles that led to the Great Depression are still valid today. In fact, many of the same factors that caused the Great Depression are still present in the world's economy today.

It is important to understand the causes of the Great Depression in order to prevent a similar crisis from occurring again. This article explores the root causes of the Great Depression and discusses the possible consequences for the future.

## MIDDLE EAST OIL - "BLACK GOLD" FOR EUROPE

Europe and Japan are tied to oil from the Middle East — an area fraught with tension. What might occur if Middle East nations or the Soviet Union prevent precious oil from reaching either Europe or Japan?

By Paul Ford

**O**il makes the world go round. And since the dawn of the industrial revolution, it has been the lifeblood of the world. It is the most valuable commodity in the world. It is the source of power, heat, and light. It is the raw material of the modern world. It is the key to the future.

The Middle East is the world's oil reservoir. It contains the world's largest reserves of oil. It is the source of the oil that powers the world's economy. It is the lifeblood of the world.

Europe and Japan are tied to oil from the Middle East. They need the oil to power their economies. They need the oil to run their factories and their ships. They need the oil to keep their lights on and their homes warm.

What might occur if Middle East nations or the Soviet Union prevent precious oil from reaching either Europe or Japan? This is a question that has become increasingly important in recent years. The Middle East is a region of great tension and conflict. It is a region where the interests of the world's major powers are often in conflict.

The oil crisis of the 1970s was a stark reminder of the importance of the Middle East. It was a time when the price of oil skyrocketed and the world's economy was thrown into a state of panic. It was a time when the world's major powers were forced to re-examine their policies in the Middle East.

Today, the world's economy is still dependent on the oil from the Middle East. It is a dependency that has become increasingly apparent in recent years. The world's major powers are now more than ever before aware of the importance of the Middle East.

## What's Behind the ENERGY CRISIS?

The western world — especially the United States — is on an astounding energy binge. Authorities are concerned, wondering when we will get the fuel to supply our ever-growing cry for MORE ENERGY. First, however, ask the most basic question of all: Should we as a society be so utterly dependent on nonrenewable energy sources? Should we continue to use ever greater amounts of energy?

By Jerry Quinn

**"B**URNING — you know, burning — is the most common way we get our energy. It's the way we power our cars, our homes, our factories, and our power plants. It's the way we generate electricity. It's the way we heat our homes and our businesses. It's the way we power our lives.

But what if we run out of fuel? What if we have no more oil, no more coal, no more gas? What if we have no more energy? This is a question that has become increasingly important in recent years. The world's energy resources are being depleted at an alarming rate. We are using energy faster than we can replace it.

The energy crisis is a real and present danger. It is a crisis that will affect every one of us. It is a crisis that will change the way we live and the way we work. It is a crisis that we must face and that we must solve.

This article explores the causes of the energy crisis and discusses the possible solutions. It is a must-read for anyone who is concerned about the future of our planet and our way of life.



tin" I had been issuing for our scattered church brethren in the Willamette Valley into *The Plain Truth*.

My idea for this magazine from the start had been to publish a magazine, not for church members, but for the general public — the unconverted and unchurched — an evangelistic-type publication to bring the world God's TRUTH — making it PLAIN!

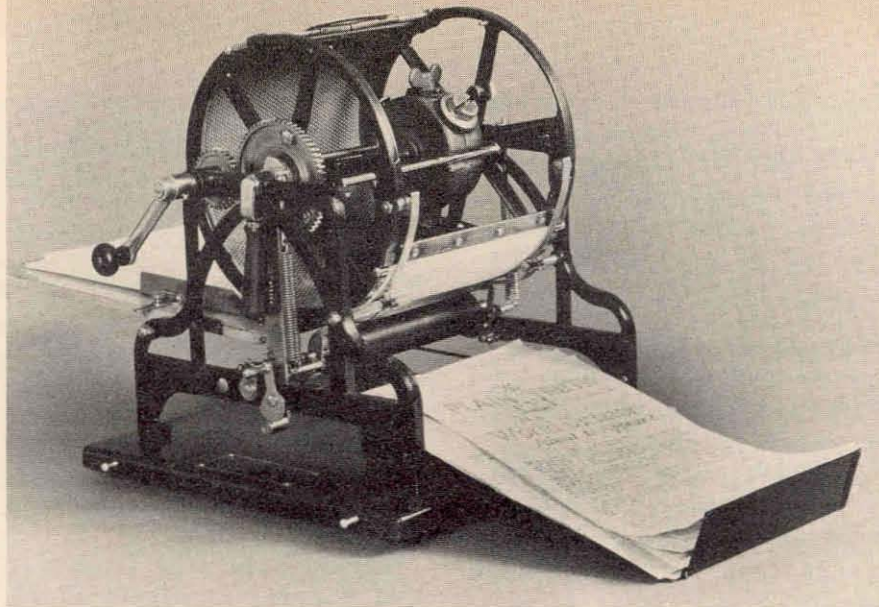
I began with the first broadcast, that first Sunday in 1934, inviting listeners to write for a new magazine, *The Plain Truth*.

At the same time I began work on producing Volume I, Number 1 of this magazine of my dreams. I did not even have a "scope" for hand-lettering the headlines. I was still living with the Fishers on their farm seven miles west of Eugene — my wife and children still at the Hall Street house in Salem. I had to hold the mimeograph stencils up against a window and try to cut the headlines with my right hand while I tried to hold the stencil without slipping against the window pane with my left. The headlines were a little shaky. That first issue of *The Plain Truth* was a pretty amateurish, homemade looking sort of thing. Probably no one but myself would have dignified it by calling it a "magazine."

But finally *The Plain Truth*, homemade at Fishers' farm on a borrowed mimeograph, made its humble bow to the world February 1, 1934. I have no record of the exact "press run" of that first edition, but it was in the neighborhood of 250 copies.

No publication could have had a more humble or a smaller start. But it was a start. It grew. It was improved as scanty funds permitted. It took years before we were able to have it printed on a printing press. But through the years it has been instrumental in making drastic changes in thousands of lives!

It was some time later, in 1934, that a few special offerings made it possible for us to purchase a very old, used, outdated Neostyle. It was predecessor to the mimeograph. It



**THE FIRST** Plain Truth was "printed" on a used \$10 neostyle, ancestor of the mimeograph.

was entirely hand operated. The sheets of paper had to be fed into it one at a time by hand. There was *nothing* automatic about it. It cost \$10. We had also finally been able, before the first issue of *The Plain Truth*, to raise enough money to purchase a secondhand typewriter for \$10.

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January 1, 1938, we finally were enabled to bring *The Plain Truth* back to life! It was the first issue in two and a half years!

But it still had to be a hand-produced mimeographed "magazine." A letter sent out with it said: "We cannot, yet, afford to have it printed. So we mimeographed it ourselves. This work has been done mostly by Helen Starkey, Mrs. Armstrong, and myself, with a few of our good friends coming to the office for volunteer work the past few days, to help with the folding, addressing, stamping, etc." Mrs. Starkey was still working daily without salary.

A bulletin sent to local Oregon members, dated January 1938, announced *The Plain Truth* mailing list was now 1,050.

It had outgrown Mrs. Armstrong and me. It was becoming too large to mimeograph. In February 1938, we were forced to reduce *The Plain Truth* down to 3 pages — its smallest size ever. There were two sheets of

paper, and the back page was devoted to a letter!

At this time I learned that we could have the March number *printed* at a local printing plant on cheap paper, 8 pages, for \$30 more than the cost of mimeographing. *But we didn't have the \$30!*

So the March and April numbers were still mimeographed.

March 19, 1938, I sent out a letter showing that the expenses of the work (including our family living) had risen to \$300 per month. But we were running behind on part of the family living. Legal action was being instituted to foreclose and take from us our small home. In some manner I do not now remember, this trouble was met, and we managed to keep the home. But this only added to the harassing discouragements in the struggle to keep the work going.

Finally, after more than four years on the air, we managed to produce the first really printed *Plain Truth*.

So, even if it had to start with about 250 copies done by hand on a mimeograph, it started! Like the grain of mustard seed, it began, very possibly the smallest of magazines. But it has grown into a top-quality, full-color, international magazine whose circulation reached 3,200,000 in June 1973. □